

POLICY BULLETIN CHILD NUTRITION PROGRAMS

SFSP 05-07

May 7, 2007

**SUBJECT: Summer Food Service Program Public Service
Announcement**

CONTACT: Elaine Jensen

PH: (801) 538-7685

One key to success for the Summer Food Service Program (SFSP) is to make children and parents aware that *Summer Meals for Kids* is available in their community. Studies show that many parents of eligible children do not know when a *Summer Meals* site is nearby. In fact, most parents of eligible children do not know that the program exists.

To help you raise your community's awareness of *Summer Meals for Kids*, the USDA is making available a 30-second public service announcement (PSA). It is a short announcement designed to be aired on local television. It is available in DVD format to view; however, the PSA is also available in Digital Betacam videotape format. The Digital Betacam tape can be provided to most television media for airing during public service times.

Preview the DVD to determine if this is a tool that you can put to use in marketing *Summer Meals for Kids* in your community. We understand that not all sponsors will be able to use the PSA. The PSA may be most useful to those of you with "open" sites. Since these sites are completely open to the surrounding community, the PSA is intended to "invite" children in need of good nutritious meals to seek out your feeding site(s).

At the end of the presentation, the PSA encourages the viewer to contact a telephone number that appears on the screen. Currently, the number that appears is a toll-free USDA telephone number for the Mid-Atlantic Regional Office. A television station will usually have the capability to modify the tape and replace the number. It would be appropriate for you to have your local TV station display local contact information.

If, after viewing the DVD, you feel the PSA is a tool that you can use, we encourage you to contact our office to request a copy of the PSA in Digital Batacam tape format. Our office will send a tape(s) for you to utilize in working with your local TV station.